



# THREE RINGS

THE BALLANTINE NEWSPAPER



Vol. 7, No. 7

P. BALLANTINE & SONS

September 1963

## EXPANSION PROGRAM IN FINAL STAGES



This is the way the main entrance to our new warehousing and packaging structure will soon look after workmen add Ballantine lettering over the doorways. The new building is the main feature of our huge construction-expansion program which started in late 1960. The program is now in its final stages with only minor work still to be done.

## Blood Supply Gone; Plan Collection

A two-day collection to replenish completely exhausted supplies in the Ballantine Newark Employees' Blood Bank will be held on Thursday and Friday, October 3rd and 4th.

Cameron Shaw, the Blood Bank's Coordinator, said this week that the bank is completely out of blood and requests are being met by borrowing from the Essex County Blood Bank. "We must replace this credit before we can even start to build our supply again", he said.

"For this reason", he added, "it is vitally necessary that we get as

many employees as possible to donate blood at our October collection. We need a bigger turnout than we have been getting in recent collections or we'll have very little blood left in our bank after we replace what we owe to the Essex County facility."

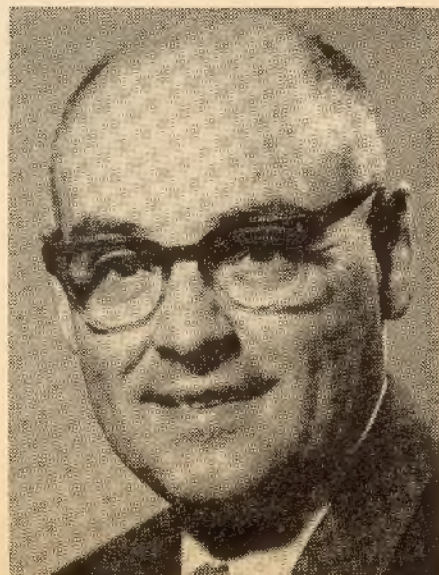
The collection hours on Thursday, October 3rd will be from 11 a.m. to 5 p.m. On Friday, the hours will be from 6:30 a.m. to 9:30 a.m. The collection will take place on the second floor of the Utility (cafeteria) building.

## Committee Post For Harold Bliwise

Ballantine's General Transportation Manager Harold Bliwise has been appointed a member of a nine man Committee on Research, Economy and Manpower in Government by Newark's Mayor Hugh J. Addonizio.

The Committee will act on a continuing and permanent basis. Its first meeting will be held on Wednesday, September 11th in Mayor Addonizio's office.

With his appointment, Mr. Bliwise joins several other Ballantine men who have been called upon to assist the local community in the past, and in the present.



Harold Bliwise

## Golf Tournament October 12

The annual Ballantine Employees' Fall Golf Tournament will be held on Saturday, October 12th at the Valley View Golf Course in Hanover. Deadline for entries is Friday, October 4th.

Registration for the Columbus Day tournament will differ from those of the past in that employees are being asked to register as twosomes rather than foursomes.

Recreational Coordinator Robert Geiger said that the Golf committee will pair each twosome with another twosome. "This will balance the foursomes taking part in the tournament, which will speed up play," he said, "and will add to the good fellowship and enjoyment of the day."

## Drum & Bugle Corp In Newark Parade

The Ballantine Brewers Drum and Bugle Corp will march in Newark's Columbus Day Parade on Saturday, October 12.

The 70-man group made recent appearances for Ballantine at the Jaycee Classic football game and at Yankee Stadium. The last appearance was a repeat performance. The group first visited the stadium during Ballantine "Family Day" but was unable to march on the field because of weather conditions. On the second visit, by invitation of the Yankees, the corp but on a ten minute show between games and it was televised.

## Three Ring Charities Fund Drive To Open

Ballantine employees get a chance to break their twelfth record in a row when the once-a-year Three Ring Charities Fund Drive opens at the brewery early next month.

For the past 11 years employees have greeted the drive, which aids 73 health and welfare agencies, with more contributions and pledges than the year before. In the last drive more than \$52,000 was raised.

Personnel's Rudy Munz, general chairman of the Three Ring appeal, said this week that the goal for this year's drive has not been officially set yet, pending meetings with United Appeals, with which our campaign is affiliated. "We can expect, however, our goal will be somewhat higher than last year's total," he said, "because of the increasing needs of benefitting charities."

In the 1962 drive, Mr. W. E. Milner, chairman of the Industry-Labor Division for United Appeals, hailed the cooperation of Ballantine employees. He called their partici-

pation "an outstanding record of progress by a company that truly gets behind United Appeals." Ballantine led all firms in section A of the Industry-Labor Division of U-A in total amount raised.

In average contributions our employees were ranked fourth in the section with an average of \$17.97. The first three employee groups in rank worked for much smaller firms, totalling less than a hundred employees between them.

Departmental representatives will assist Mr. Munz when this year's drive starts here. They will ask employees in their areas to sign pledge cards for payroll deductions, or to make cash contributions. The former method is preferred by most because the donation is spread out over 52 weeks and is hardly missed. Mr. Munz pointed out that we can make our goal again this year "if each employee only increases his contribution by a nickel or a dime a week."

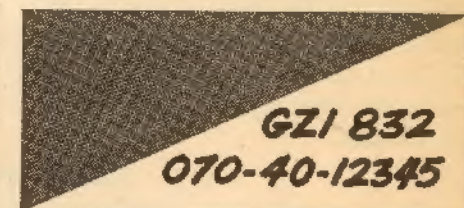
## New Parking Stickers To Be Issued To Employees

If you park in any of the employee parking lots you'll be getting a new identification sticker for your vehicle either late this month or early in October.

The new sticker will combine privacy and durability when it replaces the obsolete, and in many cases, worn out sticker now in use. The privacy comes with the fact the new identification marker will not carry your name but a number assigned to you. The durability will be proved by the longer lasting qualities of the new marker.

Within the next two to three weeks you'll find an application form with your paycheck. To get the new sticker, you must fill out the form and return it to your supervisor or department head. You'll be asked to supply your name, license plate number, department, and home phone number. This last is for use of the Personnel Division, should it find it necessary to contact you during off working hours.

Plant Security Supervisor Tony Kret explains that the sticker system is necessary "because we want to be sure the available parking spaces are used by Ballantine employees." The license plate and department information, he said, will come in handy if an individual must be contacted in an emergency such as if



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he leaves his lights on, gets a flat tire while parked, or if his vehicle is struck by another.

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Employees have made many requests for the new stickers so the complete new issue was decided upon to bring all license plate records up to date.

Each employee will get a sticker for each car he drives to work. No new stickers will be issued unless an application is filled out.



# PINPOINTED . . .

## Up The Ladder

Promotions in the news:

*Richard F. Kraus*, from market analyst, Field Research Section, to supervisor, Statistics Section, Market Research.

*Harold Naumann*, from assistant bottle manager, to bottle sales manager, New York City Sales.

*Gordon Muth*, from relief salesman to bottle salesman, New Jersey Bottle Sales.

*George Cassidy*, from merchandising representative to relief salesman, New Jersey Bottle Sales.

\* \* \*

## State Post

*Ben Woelper* of the Baltimore Branch has been appointed sergeant-at-arms for all the Optimist Clubs in the State of Maryland . . . Ben is a salesman at the Branch.

\* \* \*

## Good Turnout

Almost one-fourth of our New York City Sales Office personnel donated blood at the annual collection for the New York City employees' blood bank . . . the bank is part of the New York Regional Blood Program.

\* \* \*

## Silver Anniversary

*Mr. and Mrs. Walter Narozny* celebrated their 25th wedding anniversary late in July . . . as part of the observance they repeated their wedding vows . . . Walter is a bottler.

\* \* \*

## Rally Chairman

Tillson Branch's *Beverly Pine*, "Miss Rosendale 1962", was the chairman of this year's Rosendale Rally held recently by the Rosendale Chamber of Commerce . . . Beverly is a billing clerk at the Tillson Branch.

\* \* \*

## Three Retire

Draught driver *Irving L. Levin*, a member of the Quarter Century Club, and Bottlers *Howard J. Macomber* and *Edwin B. Lennon* retired at the end of August . . . our best wishes for a happy retirement go to them.

\* \* \*

## Likes Half Yard of Ale Glass

A California admirer of Ballantine's Half Yard of Ale Glass wrote the following note to the brewery last month: "I had the distinct pleasure a short while ago to once again imbibe in your company's ale. Although this indulgence is commonplace with me I had not experienced drinking out of the Half Yard of Ale glass. This event occurred at the Red Garter in Boston, Mass. In addition to the fine flavor of the ale I was deeply impressed with the beauty and uniqueness of the glass and holder. Having as a hobby the collection of 'different' drinking glasses I am hopeful that I may be able to secure one from you. I would deeply appreciate your granting my request to own a Half Yard of Ale glass and will be most happy to reimburse you for the costs involved" . . . the letter was mailed from Malibu, California and the writer's request was granted . . . employees can get their Half Yard of Ale glasses at the Three Ring Shop . . . the price is only \$6.00.

\* \* \*

## Musically Inclined

*Arlene Wysocki*, daughter of Bottle driver *Chester Wysocki*, recently returned from Philadelphia where she completed a Summer course of music studies at the Neupauer Conservatory of Music . . . she majored in accordion . . . Miss Wysocki will return to the Conservatory next summer where she will continue to earn credits towards her teacher's certificate.

\* \* \*

## Elected President

*Ruth Ann Barker*, daughter of Bottling's *William Barker*, has been elected president of the senior class of nurses in the Washington, D. C. General Hospital.

\* \* \*

## Tennis Title

*Ron Messina*, 17-year-old son of Purchasing's *Fred Messina*, won the Boys' Singles Tennis Championship last month in the annual Red Bank Open Tennis Tournament on the Marine Park courts . . . in winning, young Messina pulled a slight upset by defeating top-seeded Barry Nelson for the championship trophy . . . Ron will enter his senior year at Christian Brothers Academy, Lincroft, this month . . . He is a member of the New Jersey Jr. Davis Cup team.



Division Manager Norman Shelton, left, whose territory includes the District of Columbia, is shown talking to the Washington Branch sales staff. Branch Manager Robert Jennings is at the extreme right. Others in photo are Ted Neale, Frank Continetti, Randy Zamzow, Ralph Bennie, Al Rose, Mel Singer, John Wessel, Irwin Lovitz, Rod Quayle, Lloyd Genus, George Killerlane, and Fritz Crotzer. Salesman Harry Diggins was not present when photo was taken.

## Headline-Making Washington, D. C. Pleasant Host To Ballantine Branch

What's it like working in the shadow of history?

To Washingtonians, apparently not much different than working anywhere else. A visitor finds this out quickly in the ten-mile square area known the world over as the District of Columbia. While a tourist is sure to gape while passing the White House in a cab, the driver is just as sure to keep his mind on the business of driving.

This attention to business is not caused by indifference to the famous buildings, it's just that Washingtonians take the importance of their "District" in stride. And besides, with millions visiting the tiny area every year, there's an awful lot to do.

Ballantine's Washington Branch employees find a lot to do, too. Ballantine is the number one seller in the nation's capital, which means we are also the number one target for our competitors. Everyone of the more than a hundred brands sold in the District would like to catch Ballantine.

Seeing to it that they don't are Division Manager Norman Shelton, Branch Manager Robert Jennings, Traffic Manager Immor Franklin, and forty-three other men and women who form the entire staff of our Washington operations.

Actually, Mr. Shelton's attention is divided among the "district" and the states of Virginia, West Virginia, Maryland, and our branches in these areas, which is the territory his Division covers, but he makes his headquarters in Washington where he started his Ballantine career as a salesman.

The primary responsibility for our success in the headline-making capital of the world rests with Branch Manager Jennings, a veteran who started his Three Ring history as a traffic clerk in 1948 and who worked his way up to his present position in 1962.

Jennings is not tall, he's not heavy, and he looks average. His accomplishments, his devotion to the job, and his obvious popularity are not.

Traffic Manager Franklin is one of Jennings' right hand men, because just as an army couldn't travel without supplies, we couldn't operate without the efficient activities of our twenty branch drivers and trucks. Mr. Franklin is one of the oldest employees in terms of service at the Branch, with entry in the Quarter Century Club two years away. Draught salesman Fritz Crotzer joins next year.

Sales supervisors John Wessel and Irwin Lovitz, eleven salesmen, four office employees, and six other warehousing men round out the staff. It's a closely knit organization looking forward to the entrance of two teams in a local bowling league as soon as the season opens.

While sports activities are pleasant to contemplate, our Washingtonians can switch to the topic of business quicker than you know what. Any move by a competitor is thoroughly discussed, any avenues leading to picking up more business are eagerly checked, and any way to strengthen our marketing position is intelligently utilized.

Our new self-open cans in the plastic six-pack fit this last point perfectly. Jennings happily reports both the self-opens and our new glass cans are getting an exceptionally good reception.

The word "reception" triggered a query by the Three Rings reporter who wanted to know how our delivery operations are affected by the many receptions, special parades, visits by foreign delegations, etc. The answer was that the Metropolitan Police, the name of the Washington force, informs business firms about dates, hours, streets to be blocked off and so on. Since we know in advance we're prepared to meet the traffic situations.

How well prepared can be found in the fact our Washington drivers won the 1962 safe-driving contest among Ballantine branches. They traveled 98,000 miles in the tough Washington traffic during the contest year.

Some of the streets our trucks travel are world famous. We have accounts in the vicinity of the White House, in fact we make deliveries right to the House Restaurant in the Capitol building. We get involved, too, in many a big affair for which Washington is famous. The recent gathering of the International Zoological Society, for example, drew more than 2000 people from 73 countries. There was only one brand served—ours.

We've sold beer for the State Department employees' picnic, been active in the Cherry Blossom Parade, and service many a famous restaurant and store. In fact, of the District's 1500 accounts we are in more than 1400.

Division Manager Shelton, who recently was given the responsibility of jurisdiction over the Branches in his area, along with supervision of Wholesale Operations there, is delighted to have a part in Washington activities again. "With the Wholesale and Branch Operations working under one Division Manager", he says, "it means greater promotion potential for all of our men."

Many of today's sales executives got their start in Washington. Besides Mr. Shelton, Rhode Island Branch Manager Thomas Tague and Maryland District Sales Manager Marvin Fretwell started there. Tague began as a Merchandising man and Fretwell was a Warehouse foreman.

Geographically, the Washington Branch is slightly more than 200 miles from Newark, one mile from Maryland and just across the bridge from Virginia. The headquarters building is 200 by 100 feet and is equipped with several offices, a salesman's room, a drivers' room, and an intercom system.

Our Washington future is bright says Branch Manager Jennings. "Our staff knows how to operate in this highly competitive market and they know you have to work twice as hard to stay number one. Add that to the quality of our products and you know why we're optimistic about the months and years ahead."



With their trucks forming appropriate backdrop, part of Washington Branch driving staff poses for Three Rings picture.



## Driver To Be Guest At Dinner For Distributor

Trailer Driver Thomas Bushman, Sr. will be one of the guests at the dinner next month honoring the Quality Beverages Inc. distributing firm on its Silver Anniversary with Ballantine.

Tom has a good reason for being especially interested in the 25-year association of Ballantine Beer and Ale and the Cherry Hill, N.J. firm. It was he who made the first delivery of our beer and ale to Quality Beverages in 1938, and he's still

doing it.

Bushman isn't the only driver making deliveries to Quality Beverages, but he's the dean. It's calculated that he has delivered 2,100,000 cases and 180,000 half-barrels in the past 25 years.

A member of the Quarter Century Club, Tom has another distinction. He has covered an estimated mileage of one-half million miles. That's enough to go around the world twenty times.



Driver Tom Bushman, Sr. congratulates Joseph LeBow, right, President of Quality Beverages Inc., on his firm's 25th anniversary with Ballantine. Tom—who made first delivery to Quality Beverages in 1938, will be among guests at dinner honoring the distributing firm next month.

## Popular Winner

Teresita Ruiz, attractive 23-year-old hospital receptionist from the Bronx, N.Y., will be crowned "Miss Deportes" (Miss Sports), 1963, at a coronation ball to be held in the Hotel Astor's grand ballroom on Saturday evening, September 14th. Miss Ruiz won her title in the third annual "Miss Deportes" popularity contest jointly sponsored by the Spanish language newspaper, El Diario-La Prensa and Ballantine.

The hazel-eyed Miss Ruiz was adjudged the winner of the contest after receiving 823,440 of the 1,624,860 votes cast for the 32 candidates registered in the competition.



Teresita Ruiz

## New Items At Three Ring Shop



A whole flock of new items are now available at the employee Three Ring Shop, including the dozen shown here. In photo are: 1) salt and pepper shaker (\$.45); 2) sports cap (\$.45); 3) triangle ash tray (\$.35); 4) golf tee pack (\$.10); 5) deluxe pen (\$.81); 6 and 7) pencil sharpeners (\$.07); 8) beer barrel bank (\$.15); 9) tire gauge key chain (\$.75); 10) trailer truck flashlight key chain (\$.50); 11) bottle and can opener (\$.26); and 12) floating fish knife (\$.45). All of the items carry Three Ring identification.

## Ballantine Producing 16-Ounce Self-Opens



Sixteen-ounce self-open beer cans have joined Ballantine's packaging line and are now available in most of our markets from Maine to Florida.

Production of the king size version of the self-open followed the very successful launching of the 12-ounce size in our markets. The response to the 12-ounce self-open proved the public fully appreciates the convenience offered by the new feature.

In addition to the self-open cans, Ballantine also produces both 12-ounce and 16-ounce conventional cans, which require an opener.

## Close To Home

It is with sincere regret we report the death of the following co-workers in recent weeks:

**Stephen Franchini, Yardman.** Steve joined Ballantine in April, 1958. He lived at 267 Adams Street, Newark.

\* \* \*

**Fred A. Ronalder, Pensioner.** Fred started his Ballantine career in July, 1933 and was a Bottler before his retirement in September, 1953. His son, Fred J., is a Bottler. The senior Ronalder lived at 318 Nancy Drive, West Point, Pleasant.

\* \* \*

**Thomas Maloney, Checker.** Tom started his Ballantine career in March, 1944. He lived at 95 Montclair Avenue, Newark.

\* \* \*

**Paolo Fosello, Pensioner.** Paolo started his Ballantine career in November, 1943 and retired in January, 1959. He had been a Yardman. He lived at 606 No. 8th Street, Newark.

\* \* \*

**William J. Tully, Warehouseman.** Bill started his Ballantine career in August, 1943. He lived at 197 South 10th Street, Newark.

\* \* \*

**Robert Seramba, Yardman.** Bob started his Ballantine career in May, 1949. He lived in Carteret, New Jersey.



Jerry Lewis



Jimmy Dean

## Ballantine Participating Sponsor Of Two New Shows

Ballantine will be a participating sponsor of two new television programs, "The Jerry Lewis Show" and "The Jimmy Dean Show", both of which will premiere on the ABC television network the week after next.

The Jerry Lewis show, which will come from Hollywood, will be a weekly two-hour Saturday night program and will debut on September 21st. The Jimmy Dean program, which will run for an hour each Thursday night, will emanate from New York and will start on September 19th.

Ballantine commercials will appear periodically on both shows over a 40-station television network. In the New York-New Jersey area the

ABC television channel is 7.

Jerry Lewis' two-hour program will include entertainment, from slapstick to serious discussion. Eminent guest stars from every field will be featured. Various well-known orchestras will also be part of the line-up.

In Jimmy Dean's hour-long comedy-variety program, the popular young singer-humorist heads a 'family' of entertainers—comedians, singers, specialty artists, dancers—who will appear on a regular basis.

Ballantine's participation in the new programs, plus sponsorship of various "special events", will replace our association with the Mitch Miller show.

## Sales' John E. Cook Announces Retirement

Former Ballantine sales executive John E. Cook, recently announced his retirement from the Company, effective August 31st. As a departing employee parking lots you'll be getting a new identification sticker for your vehicle either late this month or early in October.

The new sticker will combine privacy and durability when it replaces the obsolete, and in many cases, worn out sticker now in use. The privacy comes with the fact the new identification marker will not carry your name but a number assigned to you. The durability will be proved by the longer lasting qualities of the new marker.

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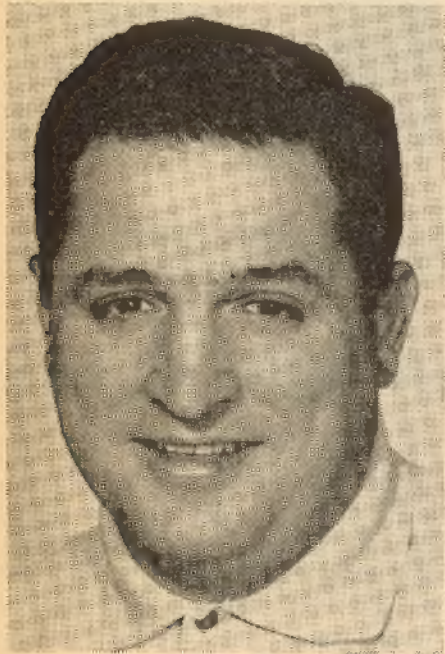
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## 58 Teams Open Men's Bowling League Season



"Rosey" Rosamilia



Frank Freibott

A total of fifty-eight men's bowling league teams opened the new bowling season this week.

The squads, competing in six separate league divisions, will see action for thirty-three weeks. The six division champions at the end of that time will compete for the Company championship in roll-offs next May. The Supervisors team of the Extra Fine Division won the title last season.

In elections held late last month, "Rosey" Rosamilia again was selected as league president. Frank Freibott was elected vice president and Mike Kiselyk was re-elected secretary-treasurer.



Mike Kiselyk

music studies at the Neupauer Conservatory of Music . . . she majored in accordion . . . Miss Wysocki will return to the Conservatory next summer where she will continue to earn credits towards her teacher's certificate.

### Elected President

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## Married

Joyce Maurin, Credit, was married to William J. Krowl on August 17th in a ceremony in Newark.

Michael J. Grant, Market Research, was married to Margaret F. Moore on August 31st in a ceremony in Newark.

Alexander Wasarhelyi, Jr., Baltimore Branch, was married to Christine Zucchi on August 17th in a ceremony in Baltimore.

Walter A. Baker, Baltimore Branch, was married to Sara Catherine Waters on July 27th in a ceremony in Baltimore.

Mary Claire Creegan, Red Bank Branch, was married to Robert Calandriello on August 3rd, in a ceremony in New Monmouth.

## New Arrivals

Mr. and Mrs. James J. Kearns announce the birth of a son, Patrick Tracy, in General Hospital, Syracuse, N.Y. He weighed six pounds, 12 ounces. The new arrival joins a sister and a brother in the Kearns household. Dad is a District Sales Representative.

Mr. and Mrs. Patrick Lynch announce the birth of a daughter, Eileen Ann, in Mary Immaculate Hospital, Jamaica, N.Y. She weighed six pounds, four ounces. Dad works in our New York City Office.

Mr. and Mrs. John L. Sumner announce the birth of a daughter, Karen Louise, in Irvington General Hospital. She weighed seven pounds, 11 ounces. Karen Louise joins two sisters and a brother in the Sumner household. Dad works in Production, Planning and Control.

Mr. and Mrs. George Fedor announce the birth of a son, Vincent Henry, in Margaret Hague Hospital, Jersey City. He weighed seven pounds, 12 ounces. Vincent joins two brothers and a sister in the Fedor household. Dad works in Production, Planning and Control.

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Plant and Branch Reporters  
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TRADEMARK "THREE RINGS"  
REG. U. S. PAT. OFF.  
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## Girls' Bowling League To Open Season September 10

The Girls' Bowling League, consisting of eight teams, will open up its 1963-64 season next Tuesday night, September 10th.

In a meeting late last month the girls re-elected Mildred D'Alessandro as league president. Cecelia

Rubino was elected secretary and Alice Farrow was named treasurer.

Last season's bowling champion, the Brewery Belles squad, will be defending its title once the action gets underway.

The league bowls at lanes located near the brewery. While the season starts Tuesday, it's not too late for girls interested in bowling to get in on the fun. Call Millie D'Alessandro on extension 522 for additional information.



Mildred D'Alessandro



Alice Farrow



Cecelia Rubino

## New Arrivals

Mr. and Mrs. Thomas Tague announce the birth of a son, John Byron, in Washington Hospital Center, Washington, D.C. The new arrival weighed six pounds, four ounces. Dad is Rhode Island Branch Manager.

Mr. and Mrs. Francis Monahan announce the birth of a daughter, Barbara Ruth, in Kent County Hospital, Warwick, R.I. She weighed eight pounds, nine ounces. Dad works at our Rhode Island Branch.

## GOOD INDOORS, TOO



The change to cooler weather will put an end to backyard parties but needn't stop your enjoyment of Ballantine draught beer at home. The portable draught dispensing units, loaned to employees free, are also great for indoor affairs. An additional supply of units recently arrived at the brewery, in answer to great demand, and are available for your use. Call extension 581 to make your reservation.



With their trucks forming appropriate backdrop, part of Washington Br. Rings picture.